

ATTENTION NEW YORK RETAILERS!

Complete Ban on Tobacco Advertising

Complete Ban on nearly All Tobacco Promotions

The New York City Council has proposed restrictions that will result in these bans while burdening you with even more regulation. They claim they are protecting the youth with these proposals. We too are dedicated to preventing youth access to tobacco products. However, these regulations are far too severe and have not been proven to be as effective as measures that the Coalition for Responsible Retailers and retailers like you have endorsed

What are the specifics of this legislation?

Advertising

- Bans all ads located within 1000 feet of any school or playground
- Bans all ads located within 1000 feet of any child day care center, children's institutions, youth center, or amusement arcade
 - Exception:
 - Permits awnings erected before 4/1/97 and until awning is replaced
 - Permits one black and white sign 6 ft. sq. within 10 ft. of entrance
 - Permits Ads on motor vehicles
- Bans all ads located within a store but are visible from the outside windows or doors

Promotions

- Banned city-wide
 - All promotions involving non tobacco merchandise not associated with a tobacco brand
 - All promotions associated with imported tobacco products
- Banned within 1000 ft. of any school, playground, child day care center, children's institution, youth center or amusement arcade
 - All promotions involving non tobacco merchandise associated with a tobacco brand (e.g. caps, shirts or lighters with a brand logo or slogan depicted)

Violations and Penalties

- First violation = \$300
- Second violation within 2 years = \$500
- Third violation within 2 years = \$1000 and suspension of license for 1 year

What can You Do?

Contact your City Council Representative IMMEDIATELY and ask them

- To oppose this legislation because of your legitimate business concerns
- To share these concerns with Speaker Vallone
- To refrain from becoming a co-sponsor of the bill
- To speak with other council members and urge them to do the same

PM Hand out